

To: DDA:MSMAIL=RJRWS/WSEXCH/MCATEEE; O=RJREM; P=WSX400; A=RJR; C=US
From: McHugh, Michael
Posted: 2/5/98 8:09
Opened: 2/6/98 8:28
Subject: FWRD: B & W Activity

Ed:

I am forwarding an E-Mail from SR Ron Segelke in the Nassau Division regarding BAT's Lucky Strike Box Program. As you can see they are offering some very lucrative temporary display payments.

If you have any questions, please give me a call.

Mike

===== <Forwarded Letter> =====

From: Segelke, R F.
To: MCHUGHM
Subject: B & W Activity
Posted: 02/04/98 17:21
Priority: Normal Priority

Luann,

As a follow up to my V-mail below are the details of the Lucky Strike Box introduction:

Options for a 2 carton gravity fed display [almost a duplicate to the one we had]

Payments:		Self Service	Non Self Service
Initial	\$ 21.75	\$ 21.75	
2nd visit	\$ 50.00	\$ 31.00	
3rd visit	\$ 61.00	\$ 37.00	
Final visit	\$ 92.25	\$ 60.25	
Totals	\$ 225.00	\$ 150.00	

Promotions:	
2/2 - 2/13	Semi-Permanent Display [with free carton]
3/3 - 3/27	B1G1F
3/30 - 4/24	BSGF-Lighter
6/4 - 6/30	Pre Pack display [No Idea]

POS:

Accounts are required to agree on pieces [2 ?] to be maintained for the period of the program noted as 8 months.

Strategy:

Gain distribution and placement only in accounts identified as younger adult outlets frequented by smokers 21 to 30 years old.

Program not being presented in Cig. Outlets.

Retailer Program:

Each retailer supplied with a Lucky Strike button and is requested to attempt to convert Marlboro consumers. B&W will be using mystery shoppers and if account follows thru with conversion attempt they will receive \$100.00.

Hope this information is helpful, and to this point I have seen these displays in their identified outlets contacted today, with strong retail support given the carrot B&W has laid out for them.